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ISAAC LEONARD.

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I. & J. L. LEONARD'S

WHOLESALE & RETAIL PRICE LIST

FOR

SPRING AND SUMMER 1895

OF

IONA NURSERIES AND VEGETABLE PLANT FARM.

TO OUR PATRONS AND FRIENDS.

IT is our wish and intention that all our patrons shall be fairly and squarely treated and all orders liberally filled. In the rush of filling a large number of orders in a short time, mistakes are liable to occur, employees digging and counting plants by the 1,000 may not give honest count and from other causes there may be cases where our patrons have not had what they should have had, Although a year, or two years may have passed, it is

NOT TOO LATE TO CORRECT ERRORS

made by us, or our employees. State in a brief way what would now be satisfactory, and we will endeavor to make it so. We desire to call the attention of our patrons, and plant dealers to our very large stock of two year Asparagus, of which we have an immense stock which are first class in vigor, and size consisting of DONALD'S ELMIRA, BARR'S PHILADELPHIA MAMMOUTH, MAMMOUTH PALMETTO, Conovers Colossal, and The NEW COLUMBIAN MAMMOTH WHITE, which we offer at bottom prices to the trade for the Spring of 95.

THANKS.—We desire to extend to our customers our sincere thanks for the many expressions of their good will, and the substantial aid they have given us. It is our purpose in the future, as in the past, by fair dealing to endeavor to give satisfaction to our customers, both as to quality and quantity of goods. We make no charge for packing, and endeavor to make the package as light as will comport with safety in transfer.

PLEASE write name and address plainly. We often receive mail that is all very easily read but the name or address, but sometimes it is next to impossible to make out either.

CONDITIONS OF SALE.

Should any stock we offer be quoted at less rates for same quality by responsible parties, MAKE UP YOUR ORDER AT THEIR PRICE NET, and we will furnish at the same.

NO CLAIMS will be allowed unless made within 10 days after receipt of goods. We offer no prize packages or chromos as an inducement to buy our plants, but give our customers more than their value in **QUALITY** of stock, careful packing, etc. If your order amounts to \$10. cash with order you may select plants or trees, amounting to \$11. and so on up. This does not apply to any special offer, or collections. ~~See~~ See our special collections on last page.

PRICES of this list are intended for quantity named, but six will be supplied at dozen rates, 50 at 100 rates, and 500 at 1000 rates.

~~See~~ **PRICES** herein quoted abrogate all previous quotations.

TERMS.—Cash must accompany all orders except by special agreement, or where the purchasers are regular customers who pay bills promptly,

SHIPPING.—We deliver all goods to forwarders here without charge, after which our control ceases, and also our responsibility.

We warrant all stock sent out by us, to be true to name and genuine, to this extent, that on proper proof we will replace any that may prove untrue and except your order with this understanding, and agreement, but are not liable for damages other than herein named.

HOW TO SEND MONEY. *Post Office Order on Vineland, N. J. or by certified check or draft on New York, payable to our order, or by Registered Letter. Fractions of a dollar in one, and two cent stamps one cent stamps preferred. All persons desiring goods C. O. D. must send one-fourth of the amount with the order as a guarantee of good faith. Do not send personal check unless certified by your Banker.*

P. O. ADDRESS, I. & J. L. LEONARD. IONA, GLOU, CO. N. J.

ASPARAGUS Planting, and Culture. The best soil for asparagus growing is a sandy loam with good drainage, but will do well on heavier land, but cutting cannot commence quite as early, but larger stalks are usually grown.

The distance apart of the rows is where growers widely differ from 3 to 8 feet. we think 4 feet is sufficient having settled this point, with the plow throw out each way, then run the third time down making the bottom of your furrow as near 8 inches deep as possible then put in well composted manure or commercial fertilizer in the furrow cover about an inch or better still run along the row with a one horse cultivator and thoroughly mix with the soil, put the plants about 18 inches to 3 feet between the plants. cover the plants about 2 inches untill they start to grow, in cultivating from time to time gradually draw in the soil, till it is level. Plants should have no cuttings taken from them the first year some say two years. In the spring after planting a liberal dressing of stable or commercial fertilizer should be spread over the whole surface, and well worked into the soil with cultivator, this should be repeated every spring. in addition to ~~the~~ salt may be applied broadcast at the rate of 15 bushels to the acre. Put in ~~thus~~ ^{thus} will last for more than 20 years. For garden culture plant about 16 inches each ~~will~~ and treat same as above.

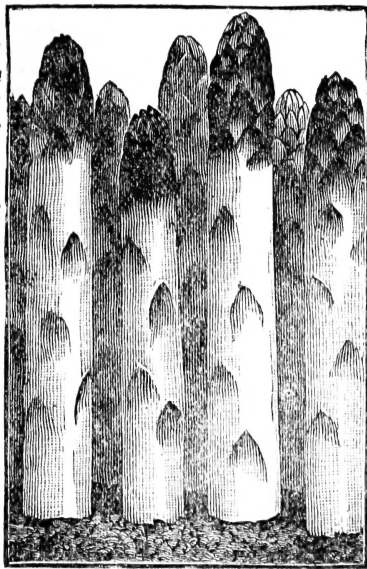
ASPARAGUS ROOTS.

THE ELMIRA.

This grand new asparagus introduced spring of 92 by a well known philadelphia firm. we believe is destined to take the lead among asparagus growers in the near future, the first spring there was over a hundred thousand 1 year roots sold. It was originated by Mr. A. Donald of Elmira, New York, an extensive grower of this excellent edible, and yet could not supply half the demand. he was offered fifty cents per pound for his crop for shipment to New York City, and refused. Its immense size may be seen from the fact that whole crops will average four pounds weight to the bunch of twelve stalks as grown by him. Its color is notably different from the noted Barr's Philadelphia Mammoth, and famous Palmetto, the stalks are more succulent and tender. we offer a limited supply of strong two year roots 100 \$1. 25 by mail post paid; by exp or freight, 100 \$1.00, 1,000. \$5. 00. 1 yr 100 75c. 1000 \$3.50.



BARR'S MAMMOTH.
This excellent variety originated some years ago in Montgomery County, Pa. by Mr Crawford Barr. a successful market gardener. grown along side Conover's Colossal, with same treatment, it is earlier and double the size of that favorite variety. It is very productive, throwing up throughout the entire season a great number of strong, well developed shoots. It is very tender, and delicious flavor, this with the fact that it requires less labor in cutting, and preparing for the market,



BARR'S PHIL'A MAMMOTH.

renders it a very desirable sort for the market Gardener, It has drawn much attention in Philadelphia markets, where it commands double the price of other sorts. strong two year roots 100 by mail post paid \$1.00. by express or freight 100 50c 1000 \$3.00, 1 yr 100 40c. 1000 \$2.00

COLUMBIAN WHITE.

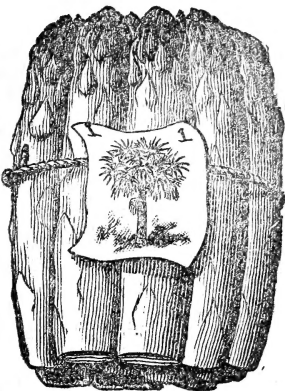
We believe this to be the most distinct and valuable variety in cultivation, Not only are the stalks of largest size, but they are produced abundantly and very early. They are clear white and remain so, in favorable weather, until three or four inches above the surface. The crown or bud of the young stalk is considerably smaller than the part just below it; thus still further distinguishing the variety. Wherever known this sort commands an extra price, not only on a fancy market but from canners, who find that when put up, under a special brand, it sells so readily at a high price as to warrant them paying the grower an extra price for it. From ten to twenty per cent. of the plants grown from seed will produce green shoots, but these plants can be readily distinguished and rejected from the permanent bed.



2 year roots by mail post paid \$1, 25 per 100, by express or freight \$1, per 100. \$7. per 1000.

THE PALMETTO.

This new Asparagus was first brought to notice by Mr. John, Nix, who is an extensive planter of South Carolina. It is now grown extensively by other planters of the Palmetto State for New York, and Philadelphia markets where it sells at top prices on account of its great size, and beautiful appearance, average bunches of 15 shoots measuring 13 to 14 inches in circumference. For some years this variety has reached the Northern markets ten days earlier than all other kinds, and has commanded almost fabulous prices. Although of southern origin it grows equally well at the north. strong 2 year roots 100 by mail post paid \$1.00. by freight or express 100 75c, 1,000 \$4.00.



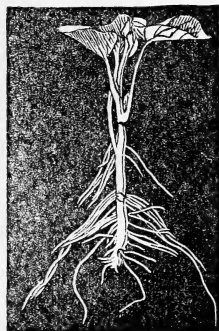
CONOVER'S COLOSSAL. This reliable, well known, and standard variety which needs no words of commendation we offer in immense quantities of 2 year roots 100 by mail post paid, \$1. 00. by express, or freight 100 50c, 1,000 \$2.75.

SPECIAL prices will be quoted on lots of 5 to 50 thousand or more or on a light grade of roots. These give very good results for a very small outlay.

Sweet Potato Culture.

In answer to the many inquiries of our patrons, as to the best method of planting and growing the Sweet potato we give a few hints and suggestions.

First, as to soil, sandy or sandy loam soil, is best adapted for the production of the perfect Sweet Potato. Select such land as has been occupied in corn or either kind of potatoes the summer previous. One or two weeks before planting time, the ground should be evenly plowed, not more than 2 or 3 inches deep, immediately harrowed thoroughly.



SWEET POTATO PLANT.

Two methods are followed in planting. The "Hill and Ridge" system. In the Hill system a rather shallow furrow is drawn and the fertilizer placed where the hill is to be, and with a large hoe the earth is drawn over the fertilizer to a moderate height and is ready for planting, two or three days should intervene before setting the plants, if dry. This method has the advantage of cross culture, but with the disadvantage of taking more time and nearly $\frac{1}{2}$ less plants to the acre.

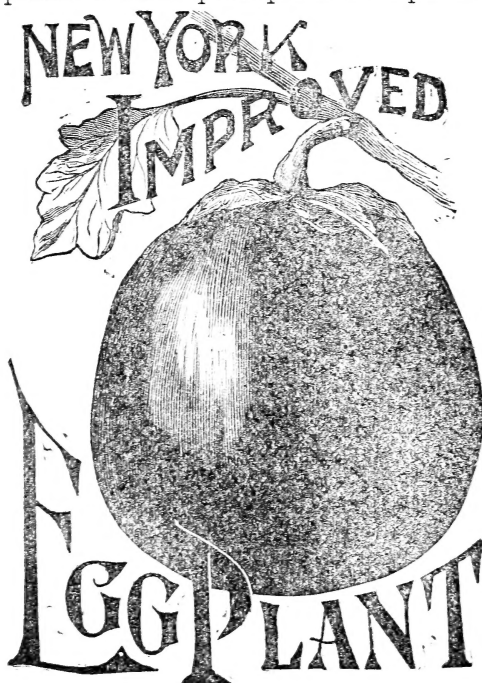
The Ridge system is the one most generally followed by large growers, as the whole operation is performed by machinery. a one horse Drill puts in the fertilizer if the (commercial article is used, and this gives the best results with us.) then with a one horse plow run up one side and down the other and the ridge is made. Better still with a "Potato Ridger" will do the work

at one passage along the row. The ridges 2 feet 9 inches from center to center and plants 18 inches apart in the row would take about 10,000 plants per acre. In cultivating do not make, but keep, the ground clear of weeds and grass. When the vines begin to run, great care should be taken not to cut the rootlets that strike down into the soil close to the plant carelessness here will greatly diminish the crop.

We Expect to Have The Largest Stock in New Jersey,
AND OUR PRICES WILL BE AS LOW AS GOOD STOCK CAN BE PRODUCED.
VARIETIES AND PRICES.

READY ABOUT MAY 15th.

	Per 100 by Mail	Express	Express
	Post paid	1000	10,000
Early Pumpkin Yellow,	40c.	\$1.25.	\$10.
Old Maurice River Yellow,	40c.	1.25.	10.
Yellow Nansemond,	40c.	1.25.	10.
Red " or Jersey Red,	40c.	1.25.	10.
P, S, Should the crop prove more plentiful than we now expect we shall be pleased to make special prices when plants are ready, or on large quantities.			



EGG PLANT.

New York Large Purple.

A leading and popular spineless market kind, grown where the New Jersey improved has not been tried, large round, dark excellent productive.

New Jersey Improved Large Purple.

Is a decided improvement on the New York Large Purple, in size and quality. The plants are large and vigorous: fruit early, very large, superior quality. A sure cropper.

Black Pekin. Large, round, black, smooth of fine delicate flavor. Transplanted plants in pots 4c each 45c per dozen, \$3.00 per 100. Transplanted not in pots 3c each 30c per dozen, \$2.50 per 100. from seed bed 15c doz. \$1.00 per 100. Will make special prices to the trade in large lots.

TOMATO PLANTS.

New Tomato No. 75, The Liberty Bell.

This grand new tomato now stands at the head of the list for a first class early tomato, ripening as it does a week or 10 days ahead of Atlantic Prize being large smooth, and ripens well up to the stem. Planted along side such varieties as Brandywine Market Champion, Ignatum, etc., they proved by far the best and earliest outyielding all others, of fine size and shape not the slightest roughness about them. Transplanted plants 3c each, 30c per doz, \$2.00 per 100.

EARLIEST IN THE WORLD.

Without any exception this is the earliest of any tomato ever introduced, of the finest quality, and most perfect in shape. After a thorough trial it is pronounced to be far ahead of any Extra Early Tomato. It bears very abundantly scarlet tomatoes. They are borne in clusters of 4 or 5 perfect fruits and free from rot. (Introducers description) Transplanted plants 3c each, 30c per doz,

The Great B. B. Brinton's Best Tomato.

This new tomato was originated by Thomas H. Brinton. who has tested more new tomatoes than any other man in the U. S, hundreds who have grown it say it is "THE VERY BEST TOMATO THEY HAVE EVER GROWN" The vines grow vigorously and produce abundantly large smooth fruit until killed by frost. Ripens medium early and keeps a long time Transplanted plants 3c each 30c per doz, \$2.00 per 100. from seed bed 15c per dozen, 50c per 100.

ATLANTIC PRIZE, A standard extra early kind of sterling merit, it ripens more evenly and abundantly than any other early tomato grown.

Transplanted 3c each, 30c per dozen. from seed bed 100 40c, 1000 \$3. 50.

DWARF CHAMPION. It is very peculiar in manner of growth, growing upright, quite dwarf, firm short jointed stem. The fruit is medium in size color resembles Acme. Very early. Its upright compact habit of growth permits it to be planted closer together than other sorts. transplanted plants 3c ea, 30c doz.

PONDEROSA. Possesses every good quality to be found in a tomato The vines are vigorous and strong and carry easily their immense weight of fruit. Its ponderous fruits are almost perfect in form the skin firm rich crimson. It is almost seedless and exceedingly firm. Transplanted 3c each, 30c per doz.

HENDERSON'S NEW TOMATO, "CRIMSON CUSHION."

The "Crimson Cushion" is not so long as the Ponderosa but is much thicker through from blossom end to stem. It is frequently almost round. The color is a brilliant scarlet crimson. Like the Ponderosa almost seedless. It is enormously prolific and wonderfully early for so large a tomato. plants same price as above.

EARLY ACME, an excellent very early variety, prices same as Atlantic.

TOMATO. late varieties, We grow these in immense quantities and will be pleased to make special prices in quantities on application or, will contract to grow them very low. 100 15c, 1000 \$1. 50.

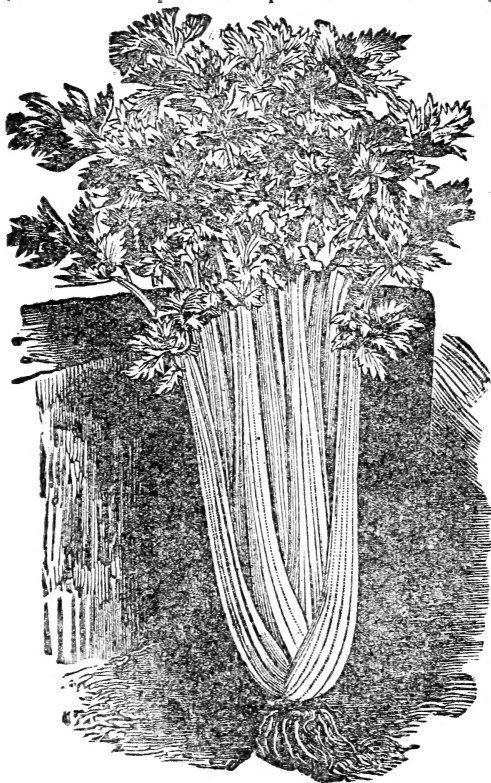
PEPPER PLANTS. Ruby King. Large handsome fruits of bright ruby red color, very mild and pleasant to the taste.

EARLY BELL, or BULL NOSE. excels all others for quality size and earliness. Plants from seed bed 100 40c. 1000 \$3.00. Lower price on large quantity.

CABBAGE. Early Jersey Wakefield. Early Winningstadt, and Hendersons Early Summer.

100 35c, 1000 \$2. 75. 5000 or more at \$2. 50 per 1000.

CABBAGE. Late field grown, ready about may 25th Flat Dutch, Sure Head. All Head. Hendersons. Early Summer and, Winningstadt. 100 20c, 1000 \$1. 25. Special prices on large quantities.



CELERY PLANTS.

We have prepared ground specially adapted for growing them and expect to have a large quantity of plants ready about July 1st of the following varieties.

White Plume.

Extra selected, and perfected almost entirely free from green shoots, requires very little banking up to blanch it, for fall and early winter use it is unsurpassed.

PINK PLUME.

This new variety is almost identical with White Plume with the exceptions that the stalks are exquisitely suffused with pink, and possessing the crispness long keeping qualities, and rich nutty flavor for which the red celeries are noted. doz 10c, 100 75c.

Golden Self Blanching.

Is pronounced by hundreds who have grown it, to be the best and most profitable celery in cultivation. It is very early, stocky, and robust entirely selfblanching very large, crisp, and solid.

Dwarf Golden Heart. Giant Golden Heart. New Giant Pascal. New Rose & Perfection Hartwell. 100 50c, 1000 2. 50.

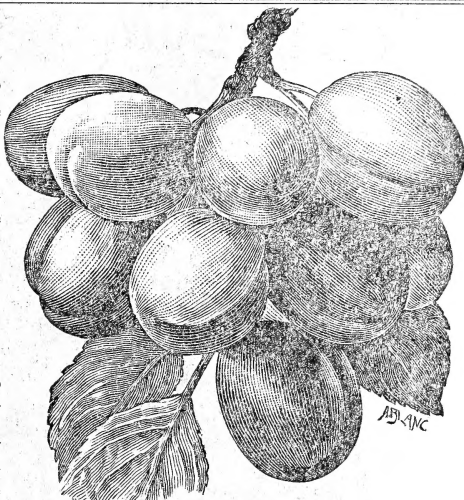
Will quote special price on large quantities, very low when plants are ready. **EARLY CELERY** White Plume, per 50 30c, 100 50c, 1000 \$4. 00.

Rhubarb Roots. St. Martin's. largest and best. 10c each, doz \$1. 100 \$3.

PLUMS.

SPAULDING, This is a curculio proof plum, a descendant of the same species as Green Gage. It is not exempt from the attacks of the curculio, but for some reason the wound is soon out grown and the plums develop fair and perfect. The fruit is large, yellowish-green. Flesh pale yellow, of sugary sweetness. 1st c., ea., 30c; doz., \$3. medium ea., 20c doz \$2. 100 \$10.

ABUNDANCE, In growth it is so strong and handsome that it is worthy of being planted as an ornamental tree. An early bearer often loads in the nursery till the limbs break. The



curculio have no effect upon it. Fruit (SPAULDING MUCH REDUCED.) large beautiful of a delicious sweetness impossible to describe very early. 1st c. ea., 30c, doz \$3. medium ea., 20c, doz \$2. 100 \$10. We have a lot of small trees of both the above varieties from 18 inches to 2½ feet at \$5. per 100. \$45. per 1000. This is well rooted stock and with the same care that should be given large trees excellent results may be obtained, at a very small cost.

BURBANK. An excellent variety from Japan, entirely hardy and exceedingly productive. It has proved very much superior to most other kinds of this class. The fruit is roundish conical, medium to large, dark purplish red, flesh yellow, rich, melting, juicy, sugary; a good shipper. Pit small and free. The tree is a vigorous grower, and bears early. medium ea, 20c, doz \$2. 100 \$10. small by mail post paid at each and doz rates.

SATSUMA. This is also from Japan. Large, clear purple; flesh purplish crimson, firm good shipper, stone very small. A strong grower and inclined to over bear, ripens about midseason, very fine. medium ea, 20c, doz \$2. 100 \$10. small by mail post paid at each and doz rates. by express or freight small of either of the above kinds same price as Spaulding and Abundance.

We also offer the following varieties. 2 to 5 feet ea 20c 100 \$15. the lot for \$25. 7 SHIPPERS PRIDE, 11 CHABOT, 9 ORANGE, PRUNE, 12 KELSEY'S JAPAN, 12 MONROE EGG 12 MASSU, 5 GERMAN PRUNE, 11 IMPERIAL GAGE, 10 LOMBARD, 8 SHIRATA-BENE, 8 URA-BENE, 9 YELLOW EGG, 4 MOORE'S ARTIC, 3 REINE CLAUD, 12 YELLOW JAPAN, 8 SARATOGA, 3 BRADSHAW, 9 GRAND DUKE, 4 HATTONKIN NO 1 7 FOREST GARDEN, 6 BOUGOUME, 11 SWEET BOTAN, 10 SIMONI 13 QUACKENBOSS, 5 YOSOBEE, 5 RICHLAND, 13 WASHINGTON, & 4 GEN HAND.

All of our plums are worked on MARIANNA STOCK as they are the best.

THE LINCOLN PLUM



The Lincoln Plum originated in York County, Pa., over 25 years ago from seed of Green Gage. The original tree came into bearing during Lincoln's term of office, and has borne large crops annually ever since. It is the finest and most showy plum yet brought to public notice. It is the largest hardy plum, average specimens from overloaded trees measuring $2\frac{1}{2}$ inches long and 6 inches round, weighing two ounces, selected specimens weighing 4 ounces each. The finest in quality of all plums, beautiful in form and color, wonderfully prolific (see illustration of branch of fruit) ripens early and is almost curculio proof. In color it is redish purple, with bloom; flesh amber, exceedingly juicy, rich, sweet, melting and luscious, parting from the stone. It ripenes from the first to the middle of August and its productiveness is simply marvelous. Price, 1 yr 2 to 3 feet each, 40c four for \$1.00; Small, each 30c, five for \$1.00. by mail post paid. by exp or frt 100 \$15.00. lower price to the trade.

GOLDEN BEAUTY, This is an excelent plum ripening in october after most all other plums are gone makes it very valuable. 1yr ea, 40c, by mail

PRUNIS PISSARDI or Purple leaf Plum. a beautiful tree for ornimental purposes leaves and fruit a beautiful purple 3 ft 40c, small by mail 25c, each.

MARIANNA. Bright red excelent for canning. 15c, ea, doz \$1.50. 100 \$10.

PEARS. Keiffer large 30c ea, we have a lot of 150 five eighth trees 18c, each 100 \$15. the lot for \$20. All leading varieties 25c, each \$20. per 100.

PEACHES. Leading kinds first choice 10c, ea, \$8. per 100. 1000 \$70. second choice or june buded \$4. 100. \$30. per 1000. peach trees are very scarce those who are intending to plant better order early.

QUINCE. Orange & Meech. 15c ea, doz \$1.25, \$7. per 100. 500 for \$30.

Yellow Transparent Apple 15c, ea doz 1,50. 100 \$10. leading kinds same price.

2 year Concord Grapevines doz 60c, price by letter in quantity and on other kinds.

BLACKBERRIES. Wilson Early, and Wilson Jr, \$1. per 100 \$6. per 1000.

Will be pleasdd to quote prices on large quantity or on any variety.

STRAWBERRIES we have a fair supply of good plants of the kinds named below.

	Per 100	Per 1000		Per 100	Per 1000
Bubach No. 5	50c	\$3.00	May King	40c	\$2.50
Crescent	40c	2.00	Parry	40c	2,50
Splendid doz 50c,	\$1.		Parker Earle doz 50c,		
Gandy's Prize	40c	2,50	Sharpless	40c	2,50
Lovett's Early	40c	2,50	Haverland	40c	2,00
Mickel's Early	40c	2,00	Warfield	40c	2,50

CRANBERRY CUTTINGS. — These grow as well without roots, as with, as they take root along the vine if it lies on moist ground, and in setting out cuttings it matters not which end is put in the ground, they grow equally well, or if the cutting is pushed into the soil at the middle of cutting, and both ends left to come to the surface. This is the usual method adopted by planters This is done by a flat dibble placed on the center of cutting and thrust down leaving the two ends at the surface. Out of the many varieties we have tested during 27 years we only offer two **THE LARGE CHERRY**, superior to all others, and **BELL**. by mail 25c; per hundred \$2. per thousand, by express \$1.25 per 1000. lots of 10,000 \$10. special prices on large quantities.

Should any stock we offer be quoten at less rates for same quality by responsible parties, MAKE UP YOUR ORDER AT THEIR PRICE NET, and we will furnish at the same.

TESTIMONIALS. Out of the many we have received, below we print a few.
WINDERMERE FLA. Jan 12, 95. Gents. Plants received in fine condition. Much pleased, especially with the large ones. Yours C E Smith.

Allow me to thank you for your promptness and, the very fine plants you sent me every one ought to grow. yours. R Gammon. Rocton. Ill.

GREENWICH. N. J. Sept 20, 1893.

Out of the 1 year palmetto roots I bought of you last spring at \$3. per 1000 I sold some to one of my neighbors to fill out his patch, beside other roots he paid \$9. per 1000 for, and your roots did the best. John M. Hall.

Terre Haute. Ind. March 22, 1894.

I. & J. L. Leonard. Dear Sirs. The Asparagus roots came O, K. according to order. We have put them out and they prove to be very fine, and in consequence quite satisfactory. Very, Respectfully, W W, Pugh. Pres, Farmers, and Gardeners, Shipping Association. Terre Haute. Indiana.

Not One Failed to Grow Cincinnati, O., July 2, 189. The 4000 roots of Barr's Philadelphia Mammoth Asparagus you sent me last March were the freshest looking, and best packed lot of roots I ever saw. I puddled them before setting out, and, thanks to your careful digging, and packing, not one failed to grow.

Appanoug. R. I. march 26, 1894

Gents. The Asparagus roots were received on Saturday Eve, and today Monday I have them planted. Only five days from the date of my order, many thanks for your promptness, excellent packing and good count. Yours. J. Vose.

SPECIAL COLLECTIONS.

No 1. 1 doz, each of the 5 kinds of Asparagus roots for \$1.

No 2. 1 doz each of 4 kinds of Sweet Potato, & 3 doz 3 kinds of Egg plants, \$1.

No 3. 1 doz each 5 kinds of Tomato plants your choice for \$1.

No 4. 1 doz each Ruby King, and Bull Nose Pepper, and 1 doz each Early Jersey Wakefield, Winningstadt, and Hendersons Early, Cabbage plants for \$1.

No 5. 1 doz each of 8 kinds Celery plants (ready July 1st) for \$1.

No 6. 1 each Lincoln, Spaulding, Abundance, Burbank, and Satsuma for \$1.

No 7. 1 each Golden Beauty, Purple Leaf, Marianna, and 2 Lincoln's for \$1.

All of these collections, are by mail postage paid, if ordered by express will send larger roots trees, or plants.

SWEET POTATOES at WHOLESALE PRICE,

For many years we have been engaged in growing sweet potatoes for Phil'a, and New York markets. and knowing that the consumers have to pay large profits to middle men for choice Jersey sweet potatoes, and double freight rates, we have been supplying parties direct of our own growing. We expect to have a larger acreage this year than ever before, and will offer to consumers from September 1st, on through the entire season. Shall be pleased, to answer any questions at any time in regard to the shipping of sweet potatoes, and prices.

Dixfield Centre. Me. Nov 8 1894. "SWEETS" came last night, They are beanties, am well pleased. freight 85 cents. Yours Hastily, J J. Holman.

ADDRESS. I. & J L. LEONARD. IONA. GLOUCESTER Co, N. J.